

Electrical Advertising

THE
CAPITOL

LORRAINE

FORD

ANLEY



CADILLAC

GENERAL ELECTRIC CO

Premier
MOTOR CARS

CAFE

KARLTON

Philadelphia Sign Co.
Philadelphia

Our Electric Signs Are 24 Hour Signs

Everybody Believes in Signs

AVERY LIBRARY
COLUMBIA UNIVERSITY

Millions of people have had their attention arrested and their memories permanently stamped by electric signs.

Electric signs have naturally come to be recognized widely as an invaluable aid to all who want to impress folk's minds with the location of their places of business. They are the most vivid form of advertising.

Electric Signs that Can't be Excelled

Electric signs constructed by the Philadelphia Sign Company are the final triumph of sign designing and construction.

Our artists and mechanics have developed the electric sign until it has reached the point where further improvement seems impossible. For it is as nearly perfect as is now humanly possible. If better signs are ever built, we will be the builders.

The Sign of Sign Quality

Philadelphia Sign Company's Electric Signs are artistic achievements and mechanical masterpieces. The painstaking skill and applied science and art with which they are made put them in a class by themselves.

Skilfully Made of Superior Materials

The "makings" of all electric signs are about the same. Structural steel is used in all. A few besides ourselves employ enamels. All require wiring. There's wide difference, however, between the effectiveness of our electric signs and that of all others.

You Can Bank on Our Know-How

Our colors are carefully chosen for their luminous quality. The enamels measure highest in reflection power. They intensify the light and increase the brightness of the signs.

CLASSICS
AT
7290
PS31
1921

Your Best Salesman—Our Electric Signs

300 Our Electric Signs Are Brightest and Best

The bulbs are placed in a way that makes the light go furthest. This heightens the pulling power of the signs and lowers their upkeep cost.

The brilliance of Philadelphia Sign Company's Electric Signs is backed by thorough mastery of the laws of light. Long experience and genuine artistic ability are the basis of their unequalled beauty.

Architects and advertisers alike recognize the individuality of our designs. Philadelphia Sign Company's Electric Signs are always in harmony with their surroundings—both by day and by night. And they always reflect the character of the product or proposition they represent.

Our electric signs are bonded signs. Each is backed by a bond bearing our personal signature. This is delivered into your hands as soon as the sign is erected.

It guarantees the electrical and mechanical work in connection with the sign to be perfect. It binds us to repair or replace free of charge any defective work or material furnished by us that is brought to our attention within two years from the date of installation.

Each of our electric signs is backed also by the Underwriter's Laboratories maintained by the National Board of Fire Underwriters. Each is periodically examined, checked and reported upon by the engineers and experts of this organization. In proof, each bears this label:

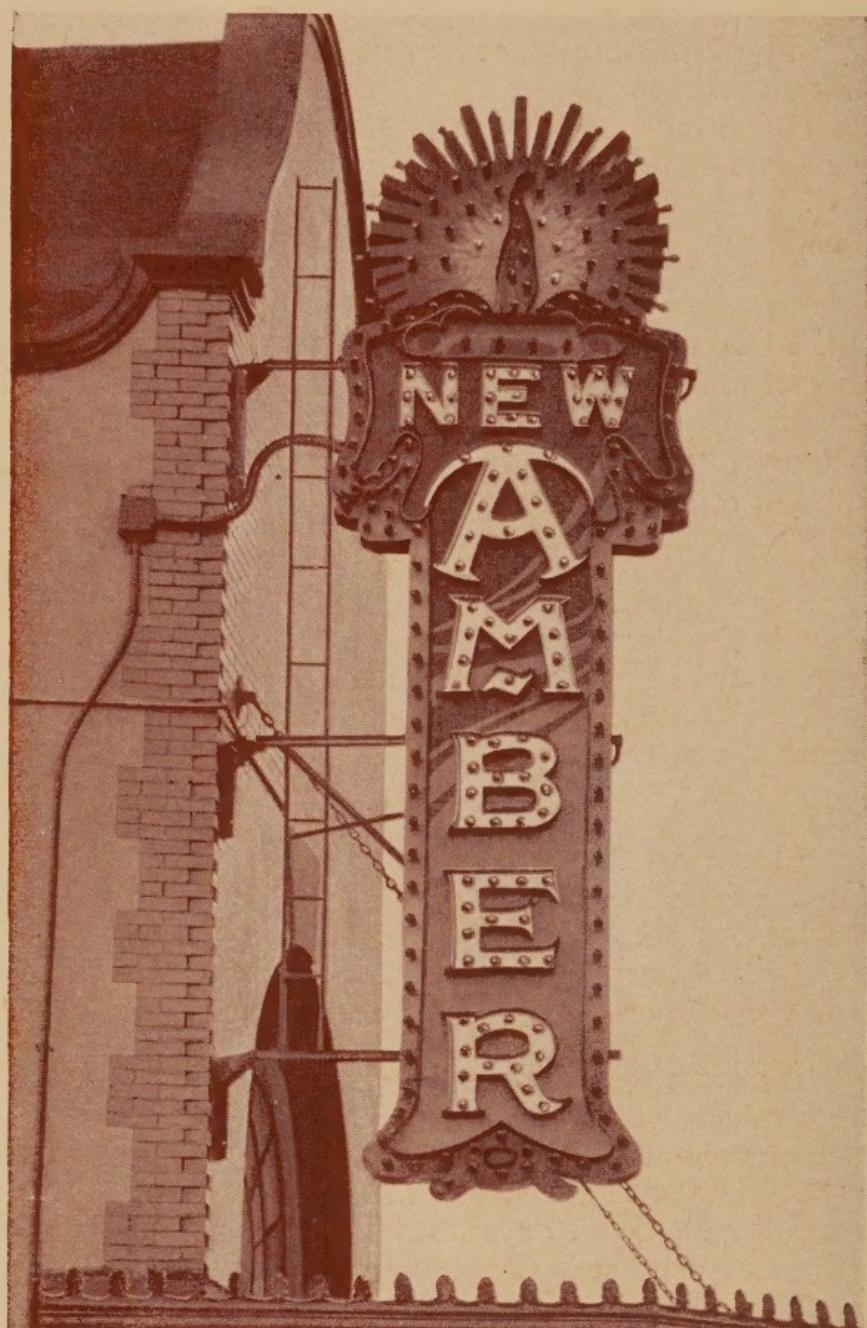
**Unequalled
Beauty of
Design**

**Bonded
Signs**

**Underwrit-
ers' Guar-
antee**



Our Electric Signs Stand Up and Out

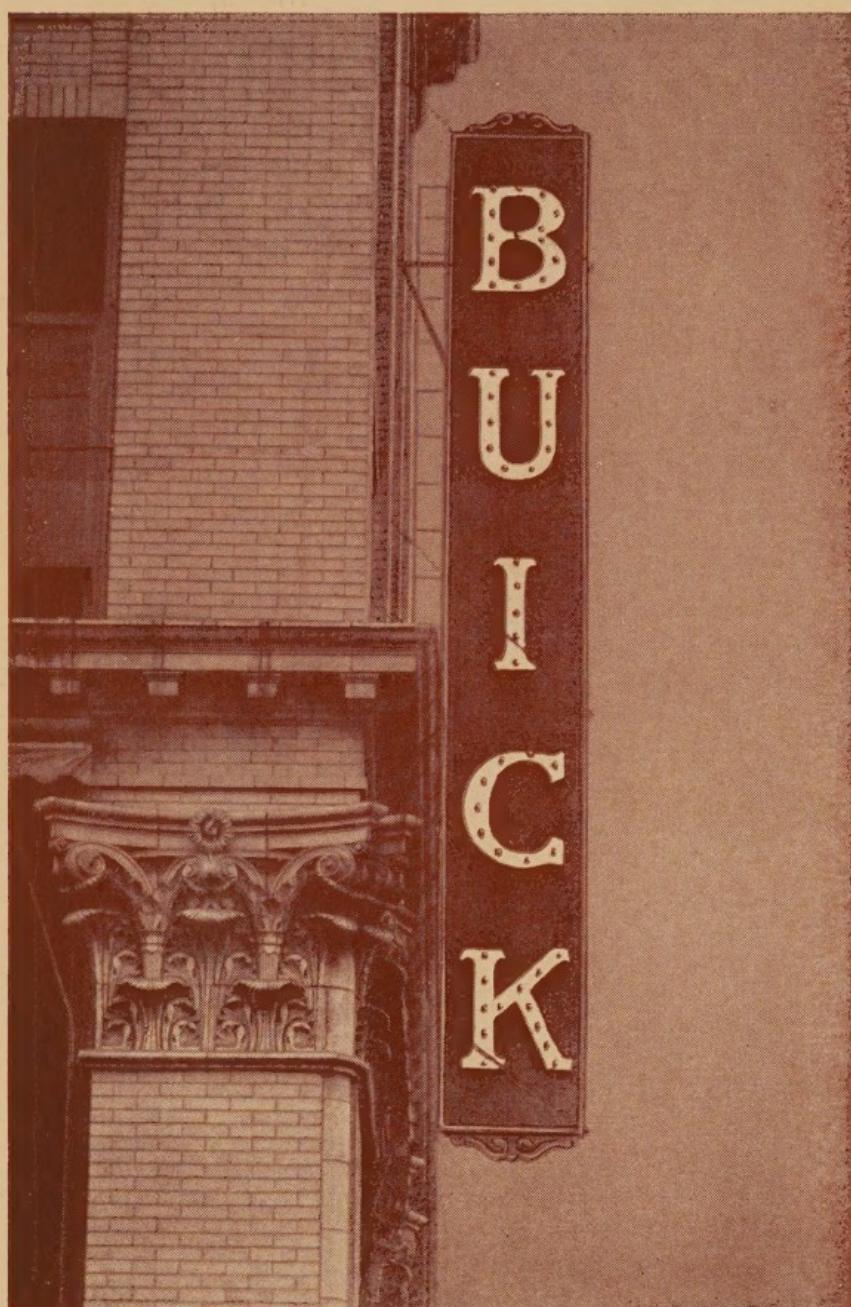


A MBER THEATRE—Frankford Ave., and Sergeant St.—18' x 5' wide. 450 lamps. White lights in the letters, colored lights in the border. Double faced, projecting type with richly ornamental border and splendid top piece. Note the magnificent "burst" of light! Amusement seekers are sure to prefer theatres attractively lighted.

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You Can Spot Our Electric Signs

Our Electric Signs—A Signal Success



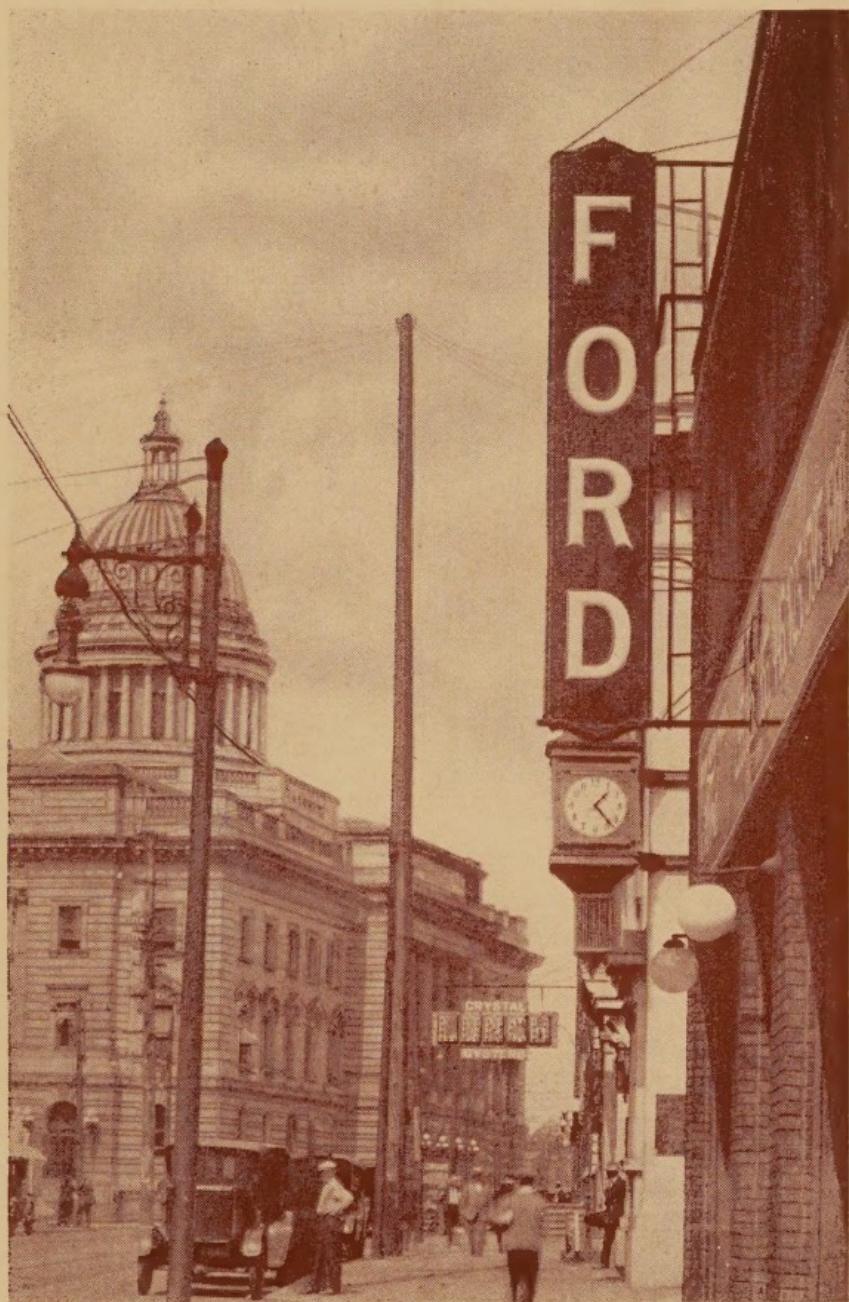
BUICK MOTOR CO.—
Philadelphia Branch, 4' x 35'.
Letters 3' 6" high. Double faced,
projecting type. Brilliant lamps flash
on and off. See how the massive
conservative design harmonizes
with the architecture of the build-
ing and character of the business!
There is no limit to the variety
or value of the electric sign.

Our Electric Signs — Always at Work



CADILLAC — Philadelphia Agency Service Sign—The large "C" is 18½' high. 500 lamps (25 watt). Roof type. Skeleton letters mounted on structural steel frame. This sign gives a very brilliant light that flashes on and off—A device that seldom fails to capture the attention of passersby. Recently erected, it's already proved highly effective.

Our Electric Signs Signify Success



FORD—C. R. Ely, Ford Agent—
Camden, N.J.—This is one of the
highly popular "OPALITE" signs.
Its biggest beauty is that it's as or-
namental and outstanding by day
as by night. Note the raised white
glass letters! They increase mar-
kedly the distance at which it can
be read easily and make it legible
from any angle.

"Sign Here" Say Our Electric Signs

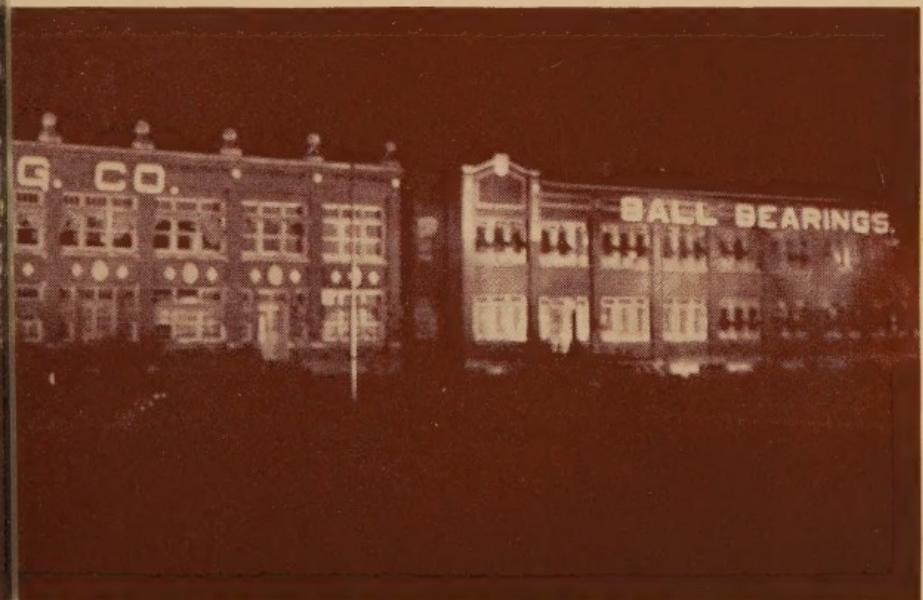


STANLEY THEATRE—Market and 18th Streets—6,500 lamps. Two splendid big roof signs, brilliant vertical corner sign, gigantic front display, interchangeable letter sign—Almost every type of electric sign contributes to the beauty of this veritable light house on Philadelphia's main torrent of traffic. Every point of vision within 6 blocks exploited. Biggest of 21 electric displays we've built for the Stanley Company.

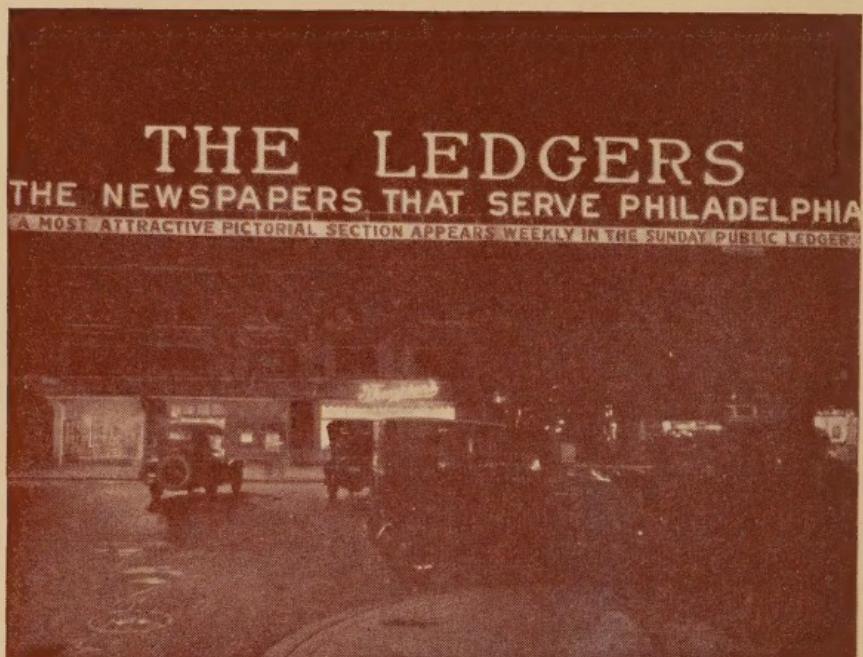




HESS-BRIGHT MFG. CO.—4' x 274' long. Letters constructed of galvanized sheet steel and mounted on screens of heavy wire mesh erected flat against the building. Enameled and placed individually. Note how the flood lights make the whole building stand out. This sign seldom fails to catch the eye of travelers between Philadelphia and New York.

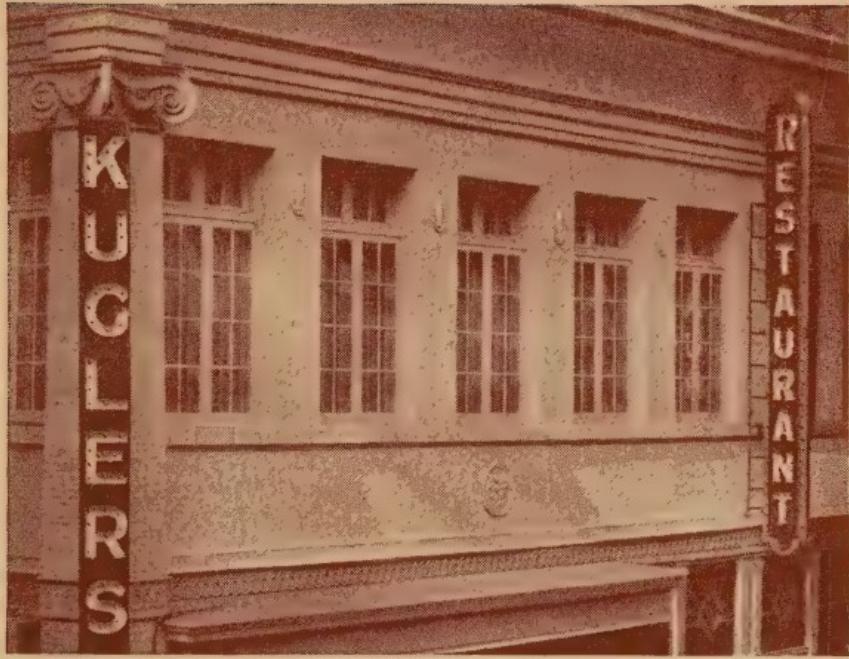


Our Electric Signs Are Easily Readable



LEDGERS—Formerly Broad St. near Walnut St. — 156' x 28'. 1,500 lamps (10 watt), 35 (100) projecting lights. Letters 8' and 4'. We fabricated 10 tons of steel, set on roof, made and mounted letters and completed this titanic sign in 9 days, 1 day short of the time allotted before the opening of the Advertising Men's Convention.— Proof of the unsurpassed speed of our service! Competitors had declined this order, calling it a physical impossibility. Its illumination attracted thousands in whose minds its message was indelibly written.

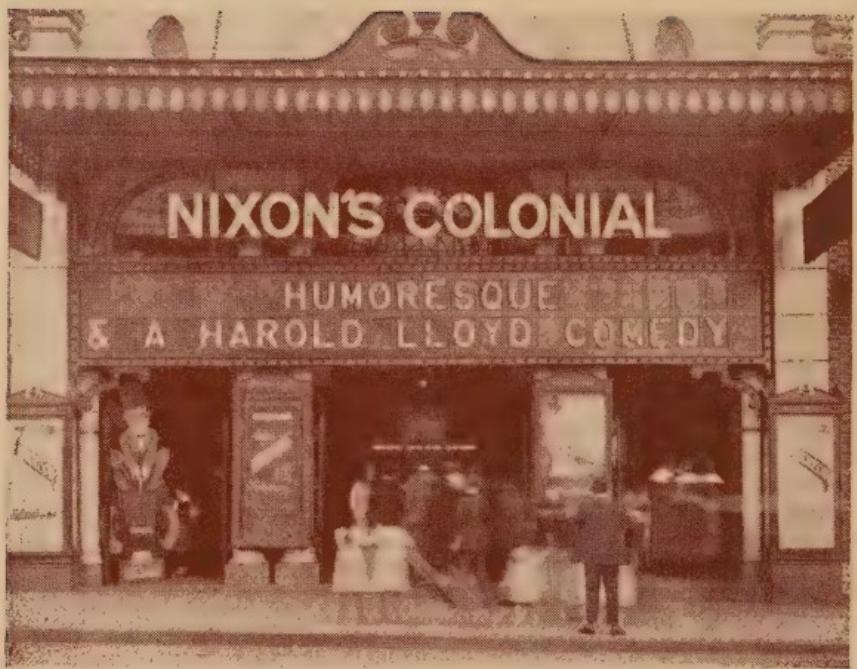
Our Electric Signs Drive Your Message Home



KUGLER'S RESTAURANT — 34 South 15th St. One of this pleasing pair of signs proves the durability as well as the distinctiveness of our electric signs, for it stayed in perfect working order all through the great Kugler fire. Now it is at work day and night in its new location welcoming folk in. Electrical signs have long ago proved their value in restaurant service, even though only small flashes are used. The Kugler signs are no exception to this fact.

Philadelphia Sign Co.—Assign Your Signs to Us

Our Electric Signs Welcome Folk In



NIXON'S COLONIAL THEATRE—Germantown—9' high x 32' long. A combination name and interchangeable letter sign rapidly replacing the old type. Note the beautiful flashing colored border—48 letter panels. Nearly all up-to-date moving picture theatres use this variety, because the interchangeable type electric sign permits any combination of characters to be substituted easily and immediately for any other combination.

A Bright Business Idea—Our Electric Signs

Our Electric Signs — Beautiful by Day, Too



THOMMEN'S RESTAURANT
—Market St. near 15th Street.
8' x 32'. Located 18' above the
roof to obtain widest possible at-
tention. Illuminated by 5 projec-
ting arm reflectors fitted with high
power lamps giving even distribution
of light. This roof bulletin proves
very effective advertising. It's one of
the few running border roof bulle-
tins in Philadelphia. This type of sign
points out your place of business
invitingly night and day.

Everybody Notices Our Electric Signs

Our Electric Signs Brighten Your Corner

A Sound, Profitable Investment

**Electric
Sign Manu-
facturers
Since 1902**

**Profit by
this Oppor-
tunity!**

**The Dollars
and Sense
of Your
Sign**

You assume no risk whatsoever in selecting our electric signs. Our bond and our enviable reputation for reliability are your four-square assurances of complete satisfaction.

When you order an electric sign from us you will not be subjected to any avoidable delays. During our business life of 19 years we've established a record for the greatest speed of construction commensurate with our quality of service.

The experience of users for years has proved Philadelphia Sign Company's Electric Signs a sound and most profitable investment.

Electric signs are still practically an innovation. Business men have just started to take advantage of them. Countless electric sign opportunities now await exploitation by wide-awake advertisers.

This is *your* big chance to boost *your* business. Now is the time to act.

You naturally want to know what your sign is going to cost you. And we want to lay the facts and figures before you.

If all signs were strictly standardized and absolutely alike, we could state here exactly what the cost would be per foot. Such signs would not serve you satisfactorily, however. For they would not suit your individual requirements.

The chief beauty of our electric signs is that they are designed expressly to fit your particular wants and needs—Your desired radius of radiance, one square or many—Your taste in ornamentation—The suggestion you wish conveyed.

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COLUMBIA UNIVERSITY*

Signs of the Times—Our Electric Signs

Our Electric Signs Are Works of Art

There's one easy way of determining the exact cost of Philadelphia Sign Company's Electric Signs you're going to buy—Have our experts study your illumination problem and your wishes, then report to you.

**Get in
Touch with
Us Today**

A representative will be glad to call at your office any time that suits your convenience to discuss the matter. Or we'll be pleased to submit a report on the basis of the following specifications filled out by you.

Name _____

**CUT THIS
OUT AND
MAIL IT
TO US!**

Address _____

Sign to Say _____

Length of Sign _____ Width _____

Skeleton Letters or on Background _____

Vertical or Horizontal _____

Double or Single Face _____ Size of Letters _____

Color of Background _____ Of Letters _____

Wired for Steady Light or Flasher _____

We use Voltage _____ On Alt. or Dir. Current _____

Time Switch 20-30-50-Amp. _____

Time Convenient for Interview _____

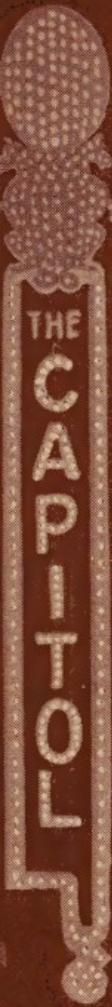
Have seen Sign of _____ at _____ Sts. _____

which Suggests Style and Size We Prefer.

PHILADELPHIA SIGN CO.
338-40 N. RANDOLPH ST.
PHILADELPHIA, PA.

The Great Light Way—Our Electric Signs

Electrical Advertising



FORD

NO LOERRAINE

STANLEY



CADILLAC

CAFE

GENERAL ELECTRIC CO

Premier
MOTOR CARS

KARLTON

Philadelphia Sign Co.
Philadelphia